

Exclusive Course

10-Day Copywriting Challenge

Day 4

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Day #4: Proof

You'll recall that earlier in this challenge I mentioned that *your prospects do NOT believe you*.

It's true.

They want to believe you, but they're viewing your letter with a skeptical eye.

You can see why. Some of your prospects have been scammed before. Some of them just perceive that they've been scammed or duped (even if they really weren't). And some of them just don't believe all the big, bold claims you're making.

Maybe you can relate.

Have you ever watched a commercial for some new gadget and thought that there's no way the product could work as claimed? Maybe you said, "yeah, right" under your breath. Maybe you just shook your head and rolled your eyes.

Listen, your prospects are doing the same thing when they read your sales letter.

They know you're biased, so in their view you'll most certainly paint your product or service in the best light. You may even exaggerate. Some of your prospects are going to assume that you'll outright lie just to get them to take out their wallets.

That's where your proof comes in.

The purpose of this section of your sales letter is to prove your claims are true. Here you're able to point to something else – maybe a testimonial from a neutral third party or visual evidence like a video – to back up all the claims you're making.

Tip: Even though I used the singular phrase "this section," that doesn't mean that you should actually isolate your proof to just one section of your sales letter. Instead, you should sprinkle bits of proof all throughout your sales letter.

If you make a big claim, back it up with some proof. If your prospect is likely to raise an objection at a certain point in your sales letter, handle the objection by offering proof (if possible).

Point is, offer proof throughout your letter to ease your prospect's doubts.

Here then are the keys to proving your claims...

Serve Up a Variety Platter of Proof

Sure, you can offer a couple testimonials. But imagine how much stronger your proof would be if you offered multiple forms of proof to back up your claims.

Example: Instead of just offering a testimonial that claims your weight-loss product really works, you can also offer before and after pictures. Maybe you'll even toss in a video that shows one of your satisfied customers winning a fitness competition.

Add up all of these different forms of proof together, and even the most skeptical prospect can't help but believe your claims!

So what kinds of proof should you offer?

Anything and everything that you can use as evidence of your claims.

This includes but is not necessarily limited to:

- **Testimonials from satisfied customers.** These can be regular text testimonials, or you can offer something more compelling like audio or video testimonials. The more information you can provide about the person giving the testimonial, the better.

Example: A testimonial that includes a full name, a photo and a website address is more compelling (and easier to verify) than a partial name and location (e.g., "A. Johnson, London").

- **Endorsements from experts, celebrities, authority figures or others.** These are different because they're not from customers. Instead, you seek out experts and authorities to endorse your product.

Examples:

- You get a team of car mechanics to endorse your "How to Restore a '57 Chevy" product.

- You get a cadre of bankers, investors and other financial experts to endorse your investing product.
 - You get a dentist to endorse your “teeth whitener” product.
- **Case studies.** Here you track the journey of you or someone else who used your product. Not only do you provide your story, you also back up this story with other evidence such as photos, statistics, etc.

Example: You can show a photo series of how a skinny guy packed on the muscle over six months using your product.

- **Visual evidence such as a photo, video, screen shot, chart or something else.**

Example: You might offer a “before” and “after” photo series of a classic car restoration. Or perhaps you offer a “before” and “after” video showing how your weight loss product melted the fat off of you or a satisfied customer.

- **Audio evidence.** This could be an audio testimonial. Or it could be actual proof, such as a satisfied customer demonstrating how your product helped him overcome stuttering. Or you can play an audio clip of a customer strumming a guitar to show what your “learn to play guitar” product can do.
- **Results of an independent audit by a respected authority.** Let’s say you’re showing your income as proof. You may have a certified public accountant or lawyer review your books, credit cards, bank statements and other financials to verify your claims.

Seek Out Proof from Third Parties

Any kind of solid proof will help your case. However, if all the proof comes from you (such as photos or screenshots), then the prospect can’t help but be skeptical.

So, in addition to offering a variety of proof, you should also offer proof from a variety of sources.

For example, let’s say you’re selling a weight loss product. You might offer these forms of proof:

- A scan of your fitness trainer certificate and other credentials.
- Testimonials from multiple satisfied customers.
- “Before” and “after” photos from multiple people.
- Endorsements from doctors, nutritionists and well-known niche authorities.
- Video clips of you talking about your product to the media (e.g., on a popular talk show).
- Case studies from at least two people.

Weed Out the Weak

Warning: Just because you have certain forms of proof *doesn't* mean you should use them. That's because some forms of proof are so weak that they actually hurt your case.

Let me give you a few examples of weak proof to avoid:

- **Weak testimonials.** Many marketers make the mistake of posting weak testimonials. Generally, this means the reviewer offers weak praise. Or they offer praise about something that's not all that important to prospects.

Example: Let's say you're selling a book. Does the customer praise the book based on how enjoyable it was to read... or based on the results he received? Like this:
“This is a page turner - I read it all in one sitting!”

Praising an enjoyable read is good if you're selling fiction. It might even be good if prospects in your niche are complaining about the readability of products in your niche. But for the average non-fiction “how to” book, you want to offer testimonials that praise the actual content and, better yet, show that the reviewer got good results.

- **Endorsements from questionable individuals.** If one of your endorsers just got nailed for running a dog-fighting ring - and you're selling a dog training book - leave that endorsement out of your marketing.

- **Photos that don't prove much.** Maybe a customer sends you "before" and "after" photos that are fuzzy, don't show much of a change, look doctored or otherwise don't inspire confidence. Skip them.

Assignment: Day #4

Your assignment is to collect as much proof as possible to add into your sales letter:

- For starters, contact your customers and ask them for feedback about your product. If they can provide other forms of proof (like photos), ask for those as well. And don't forget great Twitter posts about you. Almost everything here <http://paulbevans.com/about/book-paul/> is Twitter.
- Secondly, figure out what types of compelling proof you can offer. (Use the list above as well as the included template file for ideas.)
- Next, weed out the weak proof.
- Finally, set your strong proof aside. Don't add it in quite yet – you're going to want to wait until your letter is complete. That way, you can insert proof in the most relevant places (such as right after you make a bold claim).

God bless,
Jimmy D. Brown & Paul Evans